

ABSTRACT

A transmission apparatus and a reception apparatus with improvement characteristics of entertainment, a convenience, or
5 the like for the user receiving contents received by a digital satellite broadcast receiver.

A broadcasting side, along with a first content (video/audio content: promotion video), broadcasts a content (second content) as data for forming a GUI related to a
10 broadcast content as this video/audio signal. A reception apparatus side receiving these contents executes a process for outputting a GUI together with a picture of the first content in accordance with a description of script of the second content. Further, a process is executed to generate use history
15 information in accordance with use of the user's reception apparatus and to change a content of a service provided on the GUI on the basis of use history information. According to this structure, the service content provided on the GUI varies in accordance with operation and behavior of the user in response
20 to a screen picture/audio of the first content.